

Nordic DF Marketing Pro
Date and time 06/26/91 16:40:

From: MREARDON--VCH0021A
To: AIFFLAND--VCH0021A A. Iffland-Jaisli

From: Michael Reardon
*** Resending note of 06/26/91 13:48
To: JPUOTILA--VCH0021A Johan Puotila EEDQVIST--VCH0021A Mats Sjoebloom
MWESTERG--VCH0021A Mikael Westergard SFEMAHE1--VCH0021A Eero Valanko
MREARDON--VCH0021A Michael Reardon

From: Stig Carlson
Subject: DF and Finland Promotions in Tallin/on Ships
As the new PM Codes of Marketing Conduct will be out within the next
3 weeks from Lee Pollack's office, let me just check that
1. we do not promote to minors under 18 and that we do our best to eli-
minate the risks;
2. we have written instructions to the promotion teams to avoid people possi-
ly under 18 years of age;
3. we do not aim the promotions at Finnish consumers only but can show and
prove the promotion is international;
4. you have a Q & A ready for possible questions from the press, and an agre-
routine for handling media inquiries.

I thrust all is in shape,
good luck, Stig

cc: IBONNIER--VCH0021A Ingemo Bonnier

2501049869